



Virtual Sales Associate

Virtual Sales Associate and Product Expert Solution For Today's Retail Shoppers

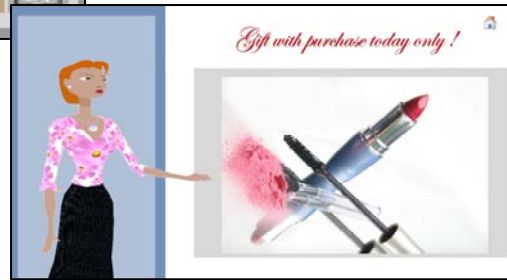
Fastrak Retail is in the forefront of in-store marketing innovation with our Virtual Sales Associate Software for mid-to-large format digital media. The Virtual Sales Associate application provides two-way interactive, and completely flexible content for Retail Digital Media. We put your digital signage to work armed with product specifications, promotions, videos, and even suggestions for alternative and add-on products.

The Future of
In-Store
Communications

Fastrak Retail
In-Store
Interactive
Media



Fastrak Retail's custom-designed Virtual Sales Associates assist shoppers, demonstrate product, emphasize cost savings, up-sell, cross-sell, and best of all, increase sales!



Screen Shots Virtual Sales Assistant

Create a unique user interface with a Digital Personality as your own branded Virtual Sales Associate or Product/Category Expert. Imagine this new sales "protégé", able to interact with customers in typed or spoken word, in English or another language, assisting shoppers with the information they want, when they want it. It's like having a knowledgeable, tireless sales person, conveying the messages you want, available 24/7 in every store without the overhead!

No endless "menuing" systems to sift through, but an intelligent resource that is immediately responsive to the shopper's inquiry! This is not a video or animated character that plays back on cue. Fastrak's Virtual Sales Associate is a surprisingly affordable intelligent software engine that allows your Virtual Sales Associate to respond naturally to your shopper's inquiries.

Fastrak Retail
blends
technology
with the retail
environment to
enhance the
shopping
experience
and increase
sales.

Virtual Sales Associate Specifications:

Combined with the right technology for your environment, our software solutions effectively attract and communicate with shoppers.



- **Make Digital Signs that interact with shoppers through actual typed or spoken conversation!**
- **Provide shoppers useable information in any language.**
- **Always delivery the most up-to-date information at the point of purchase.**
- **At the same time, use for in-store training, promotions, product expertise, and sales add-ons.**

Product Details

User Interface: The Digital Personality can be fully customized to fit your branding or in the image of your shopper. Use one of ours or work with us to create your own.

Engine: Our patented Engine seamlessly synthesizes your 3D Virtual Sales Assistant, artificial intelligence, natural language processing, and scripting tools to help us create the stage for your shopper's experience.

Displays: Many eye-catching display options can be used to suit your particular environment. Use one of Fastrak Retail's smaller format LCD shelf edge displays or choose one of the many branded LCD or plasmas that are approved for use in your in- store environment.



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